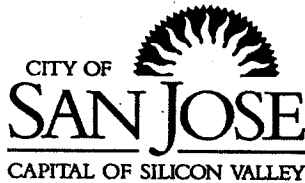


cc Laurel
John B
Mike Mena

EVERGREEN-EAST HILLS VISION STRATEGY
STUDY SESSION: 10/20/06



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Joseph Horwedel

SUBJECT: EVERGREEN-EAST HILLS
VISION STRATEGY
STUDY SESSION

DATE: October 13, 2006

Approved

Date 10/13/06

COUNCIL DISTRICTS: 5, 7, & 8
SNI AREAS: West Evergreen,
KONA, and
East Valley/680

OUTCOME

The study session provides the Council an opportunity to discuss the major components of the Evergreen-East Hills Vision Strategy in preparation for its upcoming consideration in December 2006. As with other study sessions, the Council is not expected to take any action, nor debate the merits of a particular proposal.

BACKGROUND

In 2003 several Evergreen area property owners/developers agreed to fund a comprehensive land use and transportation planning effort rather than pursue individual General Plan amendments and modifications to the Evergreen Development Policy in a piecemeal fashion. The property owners/developers represent the properties know as Arcadia, Pleasant Hills Golf Course, Campus Industrial and Evergreen Valley College (see map contained in Attachment 1). The property owners and/or developers also offered to finance transportation improvements (including upgrades to Highway 101 at Tully, Capitol, and Yerba Buena) and community amenities in addition to the typical requirements of development (such as fees, taxes, environmental mitigations, etc.).

The planning process began in August 2003 with the formation of a task force composed of neighborhood association leaders, Strong Neighborhood Initiative Neighborhood Advisory Committee representatives, Knight Charrette participants, business and professional representatives, school board members and administrators, and other stakeholders under the leadership of Councilmember David Cortese. The project was initially called the Evergreen

Smart Growth Strategy or Evergreen Visioning Project. The original task force adopted a set of Guiding Principles based upon an intent to create a community-based plan that balances new housing and non-residential development in infill locations with the construction of transportation improvements and community amenities (i.e., a “three legged stool”). This unique balancing act is intended to improve the overall quality of life in and around Evergreen.

In June 2005, under City Council direction, the original task force was reconfigured to have broader community representation, resulting in the current Task Force membership. At that time the Council also adopted ten Vision and Outcome statements to guide the planning effort (see Attachment 2). The Guiding Principles of the original Task Force are part of the Outcome statements.

In September 2006, staff provided a status report to the Council regarding the Evergreen-East Hills Vision Strategy effort. At that time, Council requested a study session.

ANALYSIS

As identified on the agenda (see Attachment 3), the study session will cover the major components of the Evergreen-East Hills Vision Strategy, focusing on the opportunities and challenges associated with “balancing the equation” between new housing development, quality of life considerations, and transportation improvements amenities. Staff from several City Departments and Offices will make brief presentations to provide background on key issues and will be available to participate in the discussion with the Council.

For the Council’s information, the items scheduled to come before Council in December 2006 include:

- Potential General Plan land use changes for the four opportunity sites
- Potential Evergreen Development Policy update
- An agreement between the developers and the City reflecting the developers’ voluntary offer to fund additional transportation improvements and community amenities beyond existing nexus requirements

The proposed Evergreen Development Policy update is the policy mechanism that would link the phasing of new housing development with the delivery of the transportation improvements and amenities. The Evergreen Development Policy would also identify the final list of amenities, articulate the rules for housing allocations beyond the opportunity sites, and describe the new traffic policy for the area. The Policy cannot obligate the developers to pay for the transportation improvements and amenities; therefore, a separate agreement is needed to reflect this voluntary commitment.

POLICY ALTERNATIVES

Not applicable. No decisions are being made at the study session.

PUBLIC OUTREACH/INTEREST

- ☐ **Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater.
(Required: Website Posting)
- ☐ **Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- ✓ **Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

The Evergreen-East Hills Vision Strategy process involves extensive community outreach through open community task force meetings, community meetings and ultimately hearings before the Planning Commission in November and the City Council in December. These public hearings will be noticed in the newspaper.

The study session agenda will be posted on the City Clerk's website as well as on the Evergreen-East Hills Vision Strategy website. Staff will also send an email to all interested parties who have participated in the Strategy process, transmitting this memorandum and agenda once they become public documents. The study session provides an opportunity for public comment.

COORDINATION

As part of the EEHVS, Planning staff works closely with representatives of the many City Departments and Offices, including but not limited to the Public Works, Transportation, Finance, Library and Parks, Recreation and Neighborhood Services departments, along with the City Manager's Office, Office of Economic Development, the Redevelopment Agency and the City Attorney's Office. Staff from several City Departments and Offices will participate in the study session to respond to questions and engage in the discussion with the City Council. The preparation of this memorandum was coordinated with the Offices of the City Attorney and City Manager.

FISCAL/POLICY ALIGNMENT

Pursuant to City Council's direction in 2003 regarding external funding sources for new long range planning activities, the Evergreen-East Hills Vision Strategy effort is funded by a group of property owners represented by the Yerba Buena Op Co. This financial support facilitates the timing of planning effort only and does not in any way commit the City to any particular outcome.

October 13, 2006

Subject: Evergreen-East Hills Vision Strategy Study Session


Page 4 of 4

COST SUMMARY/IMPLICATIONS

The Evergreen-East Hills Vision Strategy effort is funded by the Yerba Buena Op Co. There are no cost implications of the study session.

CEQA

The study session does not constitute a "project" as defined by the California Environmental Quality Act (CEQA), Article 20 Section 15378. Therefore, no CEQA action is required.


JOSEPH HORWEDEL, ACTING DIRECTOR
Planning, Building and Code Enforcement

For questions please contact Laurel Prevetti, Deputy Director, at 408-535-7901

Attachments

1. Map
2. EEHVS Vision and Expected Outcomes
3. Study Session Agenda

\\Pbce005\EVP\Council\Study Session\Memo for EEHVS Study Session.doc